

Claims

1. A method of providing associated Information to an advertisement program being accessed through a receiver, the method comprising:
 - 5 providing the associated Information in a first channel; the associated information going through a buffer of a receiver;
 - providing the advertisement program in a second channel; the advertisement program being accessed on the receiver and including a linking code to the buffer;
 - 10 wherein contents of the buffer are immediately played on the receiver as soon as a user causes to activate the linking code.
- 15 2. The method of claim 1, wherein the contents of the buffer are the associated Information of the advertisement program in the second channel
- 20 3. The method of claim 2, wherein the receiver is selected from a group consisting of a TV set, TV set-top box, a radio set and a computing device with multi-channel receiving capability and buffer memory or storage capability.
- 25 4. The method of claim 2, wherein the contents of the buffer are updated continuously.

5. The method of claim 1, wherein said method further comprises:
managing the contents in the buffer so a selected content is
saved, deleted, or retrieved by the user.

5 6. The method of claim 1, wherein the linking code is the
associated information address.

10 7. In an advertisement broadcast system having a plurality of
different channels carrying various programs, the programs are
streamed to a plurality of users over the channels, said the
advertisement broadcast system comprising:
a program content manager, said program content manager
operates to customize an advertisement program and its
associated information with a linking code;

15 a program management system operatively receives
program contents from said program content manager,
schedules delivery of the program contents from said
program content manager to broadcasting channels by
setting up the advertisement program to be broadcasted
in one channel and its associated information to be
broadcasted in a different channel; and

20 a program delivery hardware operatively connecting said
program management system to the channels to facilitate
the delivery of contents from said program content
manager to users.

25

8. An advertisement broadcast system as recited in claim 7,
wherein the channels are computer network, TV cable network,
telephone network, or air.

5 9. An advertisement broadcast system as recited in claim 7,
wherein a channel is used to delivery associated information of
the advertisement programs in other one or more channels.

10. An advertisement broadcast system as recited in claim 7,
10 wherein the linking code is the associated information address.